

New low-tar with

that Tareyton plus:

Flavor
improved by
charcoal.

The U.S. Environmental Protection Agency reports that charcoal is the best available method for filtering water. It's also used to mellow the taste of the finest bourbons.

Plain white filters remove taste. Tareyton's charcoal filter actually improves flavor. That's why Tareyton goes low-tar one better.

Only 8 mg.

New Tareyton lights

Also Tareyton Filter Kings and 100's

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Lights: 8 mg. "tar", 0.7 mg. nicotine

King Size: 16 mg. "tar", 1.2 mg. nicotine, 100 mm. 16 mg. "tar",
1.2 mg. nicotine av. per cigarette by FTC method.

"Us Tareyton smokers would
rather fight than switch."



Playboy

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